

SIMPLUS MANAGED SERVICES



Every business is unique with distinct demands.

From working through backlogs to accelerating ahead, Simplus managed services enable businesses to enhance their Salesforce cloud products by optimising platform innovation and establishing best practices.



We help enterprise companies unlock the most value from Salesforce by developing system enhancements, allowing the CRM to evolve in parallel with business needs. Where Salesforce is a highly customisable and ever-expanding ecosystem, relying on a single internal employee or small team alone to satisfy the whole digital strategy, is like asking a lone soccer player to take on Spain in the World Cup final. Unfortunately, this type of foundation will not allow ultimate functionality.

As partners committed to your long-term success, we know that businesses encounter unforeseen changes and challenges. To help, our services are designed to provide specialised IT management solutions, aligned to the operating rhythm of your organisation.

DELIVERING BIG GOALS TO SMALL TEAMS

Simplus Managed Services exist to make the digital arm of your business as strong as it can be. Contrary to common assumption, it is much more than a hotline to Salesforce tech support.

► Backlog assessment

It is no secret that operational backlogs are a serious obstacle to progress. To help your team hurdle through, maintaining efficiency and staying focused, we specialise in scrubbing backlogs committed to streamlining operations.

► Evolving alongside you

Where road maps can veer off in a variety of directions as time goes on, no matter how trained your team is, technology that works today might need a rethink tomorrow. Our partnership is shaped by your business objectives, we make room for change and utilise new innovations. Access to our technical expertise and application management system, provide CRM solutions that are customised and flexible.

► Aligning teams with a vision

Beyond clearing the clutter and accelerating time to value, we nurture organisational Salesforce expertise and promote upskilling within your team. Our strategies prioritise enhancement planning and roadmapping for all future outcomes.

► Basic, intermediate and advanced offerings in a nutshell

To help improve operations and design, as your business grows, we aim to elevate your Salesforce org management from basic application towards advanced.

- **Basic level** managed services means we oversee all IT ticketing and platform troubleshooting.
- **Intermediate level** means we can facilitate small-scale IT project management.
- **Advanced level** means we custom-build or help implement major integration projects.

And within and beyond those three generalised levels of capability, there are a range of specific services we offer in addition.





And our services are all offered with maximum flexibility

To ensure you access the full power of Salesforce, we offer the Simplus flexible utilisation model, which scales costs according to your ever-changing business activity.

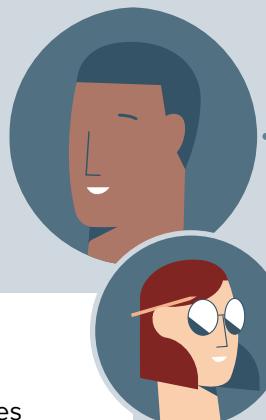


During heights in service demand, our skilled team boost support with people power. And thanks to our service threshold, unless contact hours are exceeded for more than three consecutive months, you accrue no additional costs.

During troughs, unused hours are banked or rolled over, along with the ability to decrease the next month so there's no penalisation for a spike in need.

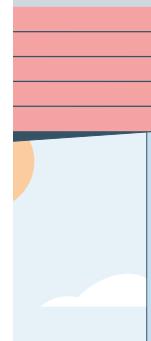
With only 51% of managed service providers describing their primary role as a mix between technical and business responsibilities, IT management solutions deliver ultimate value to businesses when establishing best practices and flexible solutions, rather than just tech support.

Predicting what's going to happen in business operations is challenging. There may be some months where more support is needed than others. Ultimately, a responsive service model that does not rack up additional charges for unused hours, allows businesses to keep operations rolling efficiently.



For Evlynn Hayes, Manager of Seniors Card and Business Services at SA Health, Simplus' flexible utilisation model bridges labour gaps and maintains productivity.

“Having a regular team that understands our business needs means I'm completely supported in the management and system administration of the various Salesforce systems under my portfolio. With the hours rolling over each month, I have increased flexibility and the option for additional skills if and when required, **”**
says Evlynn.



NEED TO BOOST YOUR TEAM? SKILLS GAP? NO BANDWIDTH?

To maximise your Salesforce investment, partnering with a team who understand all the complexities of a multi-cloud platform, provide guidance beyond technical support and can integrate flexibly into your business are the ultimate mix.

With Salesforce showing no signs of slowing, maintaining digital presence and reaching goals faster are key to staying ahead of technology trends. But being a leader can come at a cost. New technology can be expensive to maintain and tend to require talent that is scarce, in-demand and come with high service rates.

Now more than ever, businesses are pushed to do more with less. And because unlimited funds are difficult to come by, more companies are adopting Simplus' Salesforce managed services as a critical mechanism to remain competitive within their industry. On average, major enterprises require the equivalent of 10 or more full-time employees to get through everything. This is why they lean on our managed services.

By 2025, the global managed services market value is expected to reach USD 356.24 billion – a 55% increase over the next five years. Asia-Pacific is leading the charge with many organisations moving from traditional business models to cloud-based infrastructure.



CUSTOMER STORY



Government of South Australia
SA Health

SA Health partners with Simplus Managed Services to deliver incremental change across technology in the organisation. The dedicated Managed Services team has become an extension of SA Health's internal team.



Access to scalable skilled talent

In a tough market for sourcing talent, SA Health has access to specialist expertise with the dedicated Managed Services.



Freed up internal team

Working alongside Managed Services frees up time for SA Health's internal team to spend on more strategic projects that deliver higher value.

How can businesses find flexible solutions that bridge skills and labour gaps?

Finding the right tech talent continues to be a major challenge for Australian businesses today. In 2021, business struggled with staff shortages and finding workers continued to be difficult throughout 2022. Fallout from COVID-19 stymying job mobility positioned IT and digital workers in even greater demand. Companies are under enormous pressure to fill roles, leaving many with no choice but to offer higher salaries to maintain headcount, rather than recruiting talent

according to skills. In such a highly competitive labour market, dollars talk and employee reliability cracks.

In this landscape, a managed services provider helps businesses bridge gaps and eliminate the risk of being left without skills needed to keep the business accelerating. As well as reducing key person dependency, there are strong strategic reasons for businesses to partner with managed services:

► **Expands the tech talent pool**

The range of skills and experience accessible through a managed services partner naturally exceeds that which an additional full-time employee or two can deliver. Having a range of specialised CRM expertise – a tech talent pool – at your fingertips can be critically important in not only dealing with the day-to-day but also contributing to strategic projects.

Frees up internal resources and people power

Generally, a team that is 100% internal will work across a whole range of tasks on a continual basis, and often the \$150,000-a-year employees are engaged in standard day-to-day tasks. By bringing in a managed services provider, to support IT, as part of your internal team, tasks can be delegated which allows the in-house team to focus on strategy.

► **A safety net that ensures consistency**

Importantly, this supports reducing key person dependency. In addition to having the IT function operate consistently well it is important for the team to innovate and to help drive change alongside the senior team. A managed services provider not only supports improvements but also safeguards operations, personnel-wise internally - the team knows what's going on and why; can plug the gaps, if need be.

An extension of your remote working team

In addition to expanding the talent pool and not carrying excess salary internally, the norm of remote work makes collaborating with Simplus managed services seamless. Working remotely via Zoom or Teams, facilitates consistency in people and knowledge. On standby are named, familiar faces, helping the business evolve.

► **Supports Salesforce knowledge after implementation**

If your team does not have a solid understanding of how the CRM works at the end of implementation, Simplus managed services fills this gap too. We like to set our customers up for long-term success, so our strategy might be for you to engage our managed services for one year until you get your legs. Think of it as a stopgap measure until you have built up your centre of excellence and are self-sufficient.

FASTER SOLUTIONS POWERED BY MICRO-PROJECTS

Keeping your business innovating during and after disruption is not always the easiest thing to do – especially if funds and resources are tight. To help, we created our CRM Managed Services micro-project offering, allowing companies to deliver smaller pieces of innovation that add business value and growth.

A micro-project is any enhancement within the CRM Managed Services offering that isn't classified as "support". Like all technologies, the Salesforce org needs to be continually enhanced. In the past, managed service providers were brought on board to offer technical support, such as break fixes and assisting in stabilising the org. But as the Salesforce org matures, this "support" service becomes incidental and seems to be a space for reducing contract hours. However, this space is where the true value of managed services kicks in. Less time spent on support means more scope for enhancements and the opportunity to work towards a strategic business goal.



When a government department wanted to react faster with their messaging during COVID-19, they turned to our managed services team for a digital solution. With our micro-project offering and deep knowledge of the their company and customers, we leveraged their website content and developed a go-live digital solution in a week.

We were also able to keep approval processes in place by building a content management system, resulting in a nominated authority approving and publishing website content and comments in real-time.

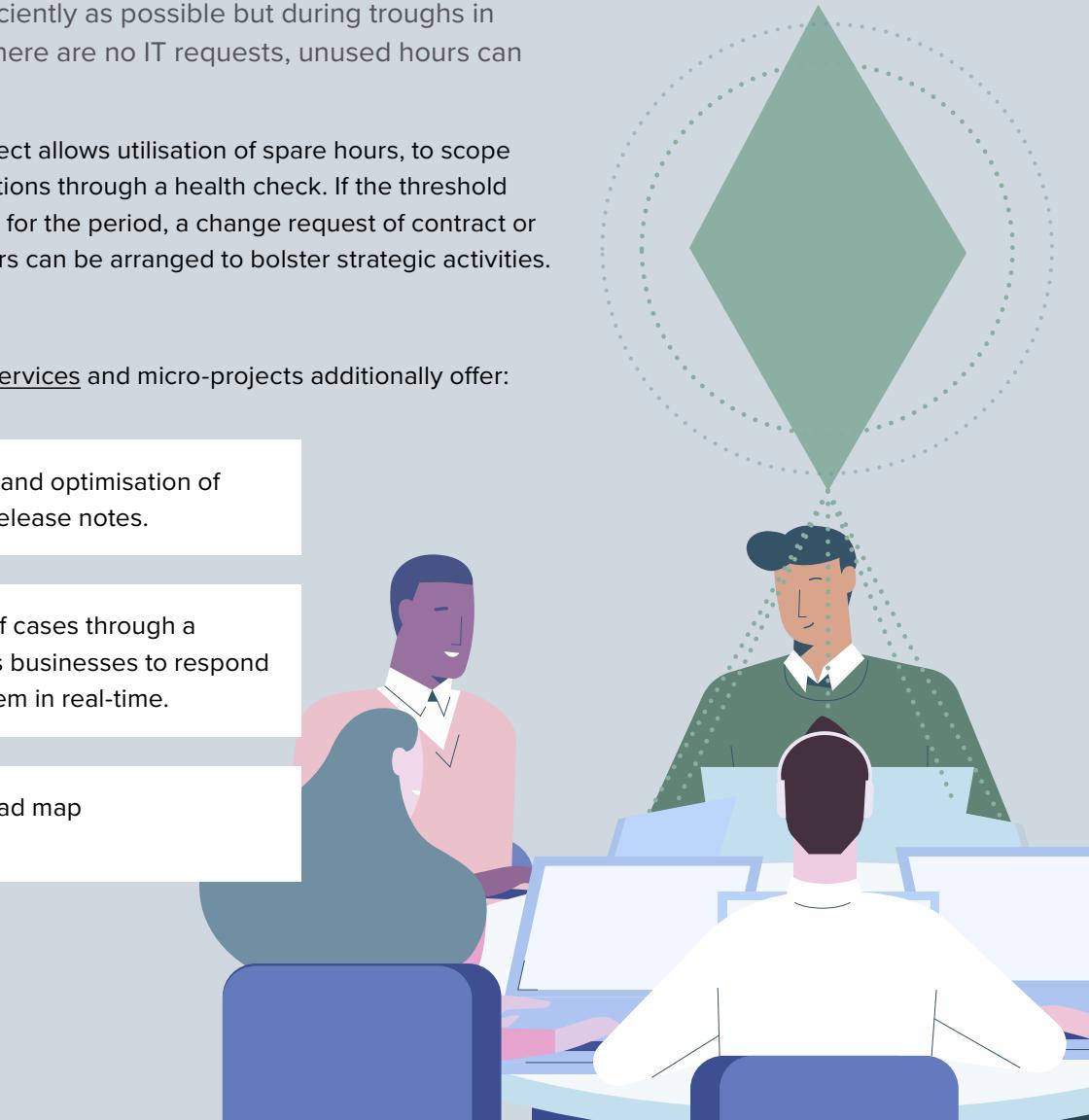
Micro-projects help utilise contract hours

Companies generally use contract hours to keep their Salesforce instances running as efficiently as possible but during troughs in service demand, when there are no IT requests, unused hours can potentially go to waste.

Embarking on a micro-project allows utilisation of spare hours, to scope enhancements and innovations through a health check. If the threshold of hours has been reached for the period, a change request of contract or purchase of additional hours can be arranged to bolster strategic activities.

In addition, our managed services and micro-projects additionally offer:

- ▶ Guide understanding and optimisation of Salesforce seasonal release notes.
- ▶ Provide full visibility of cases through a dashboard that allows businesses to respond and update their system in real-time.
- ▶ Develop a monthly road map of enhancements.



At Simplus, we understand businesses have unforeseen changes and challenges. Our managed services offering is designed to accommodate spikes in demand and utilise quieter moments with strategic enhancements, without affecting the cost of the contract.